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DEVELOPING WRITERS

A publication of Magazine Training International.

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Chapter 1

Where to find writers



We need writers! The skill of the writers we work with has a big impact on the quality of our magazines. But how do we find these writers? And how can we work with them to produce the kind of articles we want?

If you are publishing for an audience for which there are few good writers, you will have to take the initiative to find new writers. Here are some hints for finding writers:

Read books and articles

- 1. Ask yourself:** Is there a book chapter or article I could reprint in my magazine? (Be sure to get permission!)
- 2. Consider:** Could this author write for my magazine?

Listen to speeches and sermons

Ask yourself: Could this sermon or message be turned into an article? (It will require some work to turn it into an article. But, if the content is good, it would be worth the trouble.)

Be a social media sleuth

1. Discover who the top influencers are on a topic or in a specific field by using Google, Twitter, Facebook, and other social media tools and sites. Try inputting a keyword or phrase on Google and see what search results appear.

2. Investigate individual names of people who rank high on Google. By going to these individuals' websites, blogs, Twitter, and Facebook pages, you can learn about the number of followers they have, which is an indicator of their potential strength as a writer or communicator.

Network with others

Ask writers who already work with you—and even writers who turn you down—if they know anyone who might be able to write for your magazine.

Be creative

1. Hold a writing contest. Publish the winning articles, and use the writers for future assignments.

2. Ask readers to submit short pieces: For example, ask: *“How would you handle this dilemma?”* (Name a problem, such as: *“Your teenager doesn’t want to go to church,”* or *“You hear your friend is filing for divorce.”*) Or, ask: *“Tell about a time when someone loved you sacrificially”* or *“Tell about a time when God provided for your needs.”* Print the best answers in the magazine, and consider asking the best writers to write a longer article in the future.



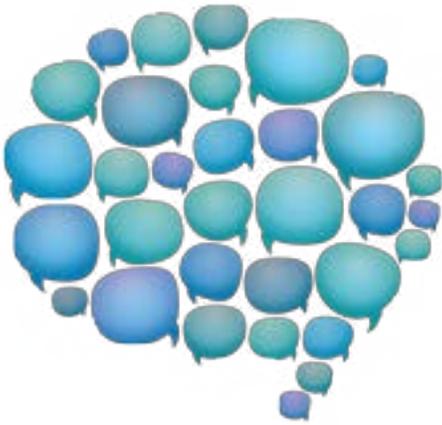
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3. Go to conferences that attract people like your readers and/or writers. Ask if you can present a workshop on how to write for your magazine.

4. Start a writers group or club. Meet regularly with them to encourage them in their writing.

Chapter 2

How to train writers



Let's say you've found some writers who are eager to work with you. They have helpful things to say, but their writing isn't yet good enough to be published. How can you help them?

A writers' workshop

- 1. You might organize your own writers' workshop** if you have several beginning writers you'd like to train.
- 2. Send writers to a writing workshop or course.** Offer to pay all or part of the fee. Or, offer an all-expenses paid trip to a writers' workshop as a prize in a writing contest sponsored by your magazine. Even a secular writing course can be helpful in learning writing basics.

3. Buy audio courses and manuals on writing like those available from Magazine Training International. Loan them to people who are interested in writing for your magazine.

“On-the-job” training

1. Assign an article to a new writer. You will need to write more detailed instructions about how to research and structure the article than you would for a more experienced writer.

2. Warn the writer it may be necessary to rewrite the article a few times before it is good enough to use in your magazine.

3. Work with the writer on rewriting what he or she turns in. (There will be lots more on this in Unit 5.) Explain why changes are necessary, coach the writer on areas of weakness. (For example, writing



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a strong lead, structuring, using illustrations.) You may need to ask for several rewrites—correcting major problems on early drafts, then fine-tuning the article on later drafts.

4. Any writer who has been paying attention will do better on future assignments.

Chapter 3

Article assignments



If you take extra care in making article assignments, you will be more satisfied with the resulting articles. Here's how to assign an article:

Know what you want

Before making an assignment, you should know:

- 1. The purpose of the article.** You should be able to state it in one sentence.
- 2. The approach you want the writer to take.** For example: Reporting, first-person, scriptural exposition, etc.
- 3. What questions you want the article to answer.**
- 4. An approximate word count.**

Phone first

1. There are several reasons you should call the prospective writer, if possible.

- It saves time if the writer turns you down. You can quickly begin to look for someone else.
- It establishes a personal relationship with the writer.
- It allows the writer to ask you questions about the article assignment or the magazine.

2. Briefly describe the assignment, how much you will pay for an acceptable piece, and give the deadline. (The deadline should be at least one month before you need to start editing the piece for publication. This will give you time to send the article back for a rewrite, if necessary.)

3. Ask the writer to pray about accepting the assignment. Tell him or her you will call back in a few days.

4. If the writer accepts the assignment, ask if there are any questions.

Send an assignment letter

Always follow up with an assignment letter within a few days. Writers will forget most of what you told them on the phone! Here's what to include in an assignment letter:

1. Greeting: Remind them of your phone conversation. Tell them again why you are giving them this assignment and how much you are looking forward to working with them.

2. Description of the article you want them to write, including:

- Topic
- Purpose
- Approach
- Length
- Questions the article should answer

3. Any information they need to complete the assignment: References, sources, etc.

4. Description of your magazine and/or readers

5. Deadline

6. Payment

7. Include with the letter (for writers who haven't worked with you):

- A copy of your Guidelines for Writers
- A copy of the magazine or a link to your digital publication. Point out an article that is similar in approach to the one you want them to write.

Follow up

Contact your writers by phone or e-mail two to three weeks before the deadline. Ask how they are doing on the article and if they have any questions. (This will help prod writers who have forgotten they have a deadline coming up!)



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SAMPLE ASSIGNMENT LETTER

Women for Christ
1234 Main Street
Oakville, Illinois
(303) 555-1234
editor@wfchrist.com

January 3, 2016

Mrs. Jan Smith
999 Pennsylvania Avenue
Clifton, Kansas

Dear Mrs. Smith

Greeting

Thank you for agreeing to write an article for *Women for Christ*. We have appreciated your books on prayer and we're looking forward to working with you.

Topic
Purpose

As we discussed, we'd like you to write an article called "Why Women Don't Pray Much." The purpose of the article is to help women understand what keeps them from prayer and to help them strengthen their prayer lives.

Approach

We would like you to talk to committed Christian women—women to whom you minister and other women you know—and ask them what keeps them from praying as much as they would like to or think they should. Ideally, the women should be between 25 and 45 years of age.

Identify three to five major barriers to prayer (e.g., lack of time, difficulty in concentrating, not really believing prayer will be answered). Then devote a section of the article to each one. In each section, describe the problem, using quotes and observations from the women you interviewed. Then, using Scripture and your own experience, talk about how to overcome that problem.

Questions

Each section should answer the questions,
—What is the barrier?
—Why does it keep us from praying?
—How can we overcome this barrier?



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Close the article by encouraging women that a deeper prayer life is possible and that the rewards make the effort worthwhile.

Approach

Be sure to use a personal approach as you write. Come alongside the reader and admit that you, too, have struggled with this area of prayer. Be careful not to condemn or criticize the person who struggles with this area, but offer encouragement and practical help.

Readers

Our readers have known the Lord for an average of five years. They are primarily married women, ages 25-45, who have young children and work outside the home. They are highly motivated to grow in their faith, but are challenged by all the demands on their time.

Length
Deadline
Payment

The article should be 1200 words in length. The deadline is **April 3**. We will pay you \$200 for an acceptable article.

Enclosed are our guidelines for writers and a copy of *Women for Christ*. Your article should be similar in style and tone to "I Can't Talk about My Faith!" by Alana Miller on page 22.

Thanks again for agreeing to write this article. Please feel free to call or email us if you have any questions. We are looking forward to sharing your insights with our readers.

By His grace,

Natalie E. Editor

Natalie E. Editor
Managing Editor

Chapter 4

Develop a Guidelines for Writers



The writers' guidelines is a one- or two-page description of the kind of articles the magazine publishes.

Why develop a writers' guidelines?

- 1. You can simply pass it on to prospective writers**, so you won't need to keep explaining over and over what your magazine is looking for—and not looking for—and the procedures for submitting articles.
- 2. It helps you get the kind of articles you want** and fewer articles you don't want.
- 3. It requires you to put your policies in writing**, which can be a good exercise.

Ways to use the guidelines

1. **Send them with the assignment letter** to people who haven't written for you before.
2. **Send them to writers who submit inappropriate material.**
3. **Put them on your website** or other places prospective readers and writers might look for information.

What should the guidelines cover?

1. **The purpose or mission of your magazine.**
2. **A brief description of the magazine.**
3. **Your audience:** Age, sex, spiritual maturity, lifestyle—anything that would help the writer write specifically to your reader.

4. General tips for writing for your magazine:

What approach do your writers take? What makes an article successful for your magazine? What should the writer avoid doing?

5. Description of the content of your magazine, including:

- Types of articles you publish. For example, first-person, how-to. Be sure to mention whether you accept fiction and poetry.
- Descriptions of departments that are open to freelancers.
- Types of articles you do NOT publish, such as sermons or testimonies if that is the case.
- Minimum and maximum word count for articles and departments.

6. Rules for submitting articles on your first contact with an author.

- Do you accept unsolicited manuscripts, or do you prefer (or require) a query first?
- Do you accept phone or e-mail queries?
- If you require a query, what should it include?

7. Preparation of the manuscript (optional).

- Format: Typed, double-spaced, preferred margins, their name and address on the first page of the manuscript, etc.
- What else the writer should include. For example: Cover letter, and self-addressed stamped envelope (if the writer wants the manuscript returned).

8. Rules regarding quotes (optional):

- Do you prefer a certain Bible version?

- Must the author provide photocopies of the book or magazine page from which written material is quoted?

9. How far in advance seasonal material should be submitted.

10. Address for submissions.

11. Business matters:

- How soon a writer can expect a reply.

- Payment: How much and when? (On acceptance or on publication?)

- Rights you typically buy. (All rights, first rights, second rights.)
- How a prospective writer can get a sample copy of your magazine.
- What your expectations are for having the author share his or her work (and a link to it if available) to his or her various social media networks.

Tips for effective guidelines

1. Address the questions and mistakes that come up most often as you work with writers.
2. Use clear subheads and graphics to help writers find information easily.
3. Continually update guidelines as needed.



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WRITER'S GUIDELINES WORKSHEET

DESCRIPTION OF MAGAZINE:

PURPOSE:

AUDIENCE:

APPROACH/CONTENT (a brief summary description of the kinds of articles you publish):

DEPARTMENTS:

GUIDELINES FOR SUBMITTING A QUERY/MANUSCRIPT:

PAYMENT, RIGHTS, OTHER:

COLORADO SPRINGS, CO 80995 • (800) A-FAMILY (232-6459)



CLUBHOUSE MAGAZINE

Writer's Guidelines

Focus on the Family *Clubhouse* readers are 8- to 12-year-old boys and girls who desire to know more about God and the Bible. Their parents (who typically pay for the membership) want wholesome, educational material with Scriptural or moral insight. The kids want excitement, adventure, action, humor or mystery. Your job as a writer is to please both the parent and child with each article.

Fiction needs:

- * Humor with a point (500 words)
- * Historical fiction featuring great Christians or Christians who lived during great times (900 or 1,600 words depending on the depth of story)
- * Contemporary, multicultural/exotic settings (1,600 words)
- * Fantasy or Sci-Fi, avoiding graphic descriptions of evil creatures and sorcery (1,600 words)
- * Mystery stories (1,600 words)
- * Choose-your-own adventure stories (1,600-1800 words)

Fiction flops:

- * Contemporary, middle-class family settings (existing authors meet this need)
- * Poems (not printed)
- * Stories dealing with boy-girl relationships
- * Preachy sounding stories where parents solve all the problems

Nonfiction needs (all nonfiction should fall between 800-1,000 words):

- * Fun filled fact essays (12 to 18 off the wall facts on a certain subject or theme)
- * Interviews with noteworthy Christians or Christians who experienced noteworthy events
- * Personality features of ordinary kids doing extraordinary things
- * Activity theme pages with 4 to 7 fun things for kids to do
- * Short, humorous how to stories with a point (how to get good grades, how to be a good friend)

- * Quizzes (multiple choice or true or false) that teach a biblical concept or character trait
- * Fact stories from a Christian worldview that talk about apologetics, biblical archeology or Christian value (i.e. the sanctity of life, living a moral life, etc.)
- * Short news articles adapted to bring out a biblical lesson in a fun or humorous way (300 words)

Nonfiction flops:

- * Bible stories without a unique format or overt visual appeal
- * Information-only science or educational articles
- * Biographies told encyclopedia or textbook-style

PAYMENT:

- * Generally 15 to 25 cents a word
- * \$200 on up for feature-length fiction stories
- * \$150 on up for nonfiction stories

SUBMISSIONS:

All manuscripts should be typed, double spaced, on one side only of 8 1/2" by 11" paper. The author's name, address, phone number and an approximate word count should appear on the first page.

We accept completed manuscripts only; no query letters. Material will not be returned unless a self-addressed envelope with adequate postage is included. Seasonal material should be sent at least eight months in advance.

Address all submissions to: Joanna Lutz
Clubhouse Assistant Editor
Focus on the Family
8605 Explorer Drive
Colorado Springs, CO 80920

We respond to manuscripts within eight weeks.

Sample articles can be viewed on our website [<http://www.clubhousemagazine.com/>].

Leadership Journal

Writer's Guidelines

Who Is *Leadership Journal's* Audience?

Leadership Journal is the iconic magazine for Christian leaders. Our audience includes pastors, parachurch ministers, marketplace leaders, church staff members, and lay people from a wide variety of backgrounds.

How Do I Submit a Query?

Leadership Journal is written by our readers, so we welcome your ideas. Most of our writing is requested, but we do regularly publish unsolicited manuscripts. Please send us a brief query describing your idea and how you plan to develop it. We'll respond to you as quickly as possible.

We plan our issues several months in advance of publication. If your query is accepted we will give you guidelines and editorial direction as you write the full article.

To send your query to us, click [here](#).

Be sure to tell us about yourself. Include your full name, address, and phone number, plus social media handles, your church name, address and phone number, and your position. If you blog or write online, please include links to your strongest recent pieces so that we can scan your writing style.

Core Qualities of a *Leadership Journal* Article

We're looking for pieces that deal with doing "real ministry in a complex world." A published article describes real experiences in powerful prose, painting vivid scenes that leaders can identify with. Tell the story of what happened and what you learned. Readers can see what went wrong and what went right—learning from the experience of one who's been there. Show that you understand the complexities, joys, and pain of modern ministry. Offer insight on the practical issues: the conflicts, temptations, mistakes, and successes.

What Kinds of Articles Is *Leadership Journal* Looking For?

We're looking for crisp, practical writing about subjects that matter to Christian leaders. There are several types of writing we consistently need:

1. **Theme articles.** Each issue focuses on a single theme. Queries we receive that align with an upcoming theme will be given priority.
2. **Non-theme articles.** We also publish excellent articles outside our planned themes. We look for pieces on preaching, soul care and discipleship, pastoral theology, innovation, neighborhood involvement, the leader's inner life, and more. All based on true stories from hard-won pastoral experience.

3. **Toolkit articles and reviews.** Our Toolkit section offers media reviews and how-to's on:

- Preaching and Worship
- Spiritual Formation
- Outreach
- Pastoral Care
- Administration

4. **Blog posts.** Writing for *Leadership Journal's* blog, *Out of Ur*, is a great way to introduce new ideas and interact with other church leaders. Posts on *Out of Ur* focus on current events and cultural trends that relate to church ministry. A good blog post has three elements: it's timely, it's provocative, and it sparks conversation and response.

Article Ideas

- **You had to be there:** The story you wouldn't believe if it hadn't happened to you. What happened? Tell it drama-style, and let the scenes tell us what you learned along the way.
- **Homelife:** Stories from the fishbowl. Tell the ministry episode that affected your family life and how you grew from it. Or, perhaps how your family life is affecting your ministry.
- **The Definition of You:** The moment that changed your ministry. The moment a relationship changed, an antagonist became a friend, the church grasped your vision, the momentum shifted, you learned something that changed the way you do ministry. What was it?
- **Learning to Lead:** How are you growing as a leader of Christ's church? Tell us the transferable principles from your experience that other pastors can use.
- **Managing conflict:** A church member blew up at you. She said she's just being honest. You said she's rude and out of control. Suddenly, everybody was taking sides. So what did you do?
- **Mentoring and development:** Training leaders and future leaders. How are you training deacons or team members or new staff members? What are you teaching them and in what setting? Tell us how you foster disciples who make disciples.
- **Heartbeat:** Is something waking up in your heart? Give us fresh insight into your work, something new you've discovered about life and ministry. What are your horizons? Your challenges?
- **Culture and ministry:** How does our culture impact the ways and places we minister? Help us understand ourselves in light of our culture, and our culture in light of Christ and his church.

What Is the Culture of *Leadership Journal*?

Seasoned, timely, and (we hope) fun. Our writing is crisp, enjoyable, relevant, and biblically faithful. Given the varied background of our readers, articles should be inclusive rather than targeted at a narrow audience.

Every piece in *Leadership Journal* must speak to the realities of Christian leadership. Our articles are not essays expounding a topic, editorials arguing a position, or homilies explaining biblical principles. Instead they bridge the gap between ministry theory and practice. Always, our goal is to assist leaders with the problems and opportunities encountered in local ministry.

As always, our concern is the impact of pastoral theology on the life and experience of the church. Tell us your story, with freshness and honesty. Describe struggles as well as triumphs. Tell us what you've learned, not what we need to do.

How Do I Write a “How-To” Article?

Since *Leadership Journal* articles help church leaders with pressing problems, they often take a how-to format. To write such a piece effectively:

1. Select one problem that you and many church leaders have—and you've made progress in dealing with. You'll know you've gotten a topic defined when you can express it as “How to . . .” For example, “How to respond when a church elder refuses to give financially to the church” or “How to preach the uniqueness of Christ in a pluralistic culture.”
2. Identify 1-5 principles, practices, and/or understandings that have helped you address this situation.
3. For each principle, tell a story, from your experience or someone else's, which shows the principle at work.

Does *Leadership Journal* Prefer a Particular Style?

Yes. Content makes an article worthwhile; style makes it readable. We are dedicated to sharp, readable prose with a conversational tone.

We recommend *The Elements of Style* by Strunk and White as a guide for style. A few important principles include:

- Use action verbs. Forms of the verb “to be”—is, was, were, etc.—make for dull writing. In every possible case, choose the active voice.
- Tell stories. Illustrate your points with colorfully crafted narrative. By basing principles in specific experiences, you'll show how to minister effectively amid the complexity and ambiguity of real life.
- If in doubt, choose the short sentence. Variety of length, of course, contributes to good style, but writers err more often with too many long sentences than too many short ones.

- Pick the right word. This will usually be the simplest word that carries the meaning you want. Some critics claim scholars and professionals purposely write to obfuscate meaning, to cover fuzzy thinking, or to sound intellectual. Elegant prose uses everyday language well.
- Assume your reader bores easily. Remember, if he flips the page from lack of interest, you've lost! Keep asking yourself, “What grabs my attention? An illustration? A fresh insight? A well-turned phrase?” Keep the reader with you by introducing a constant stream of interesting material.

After putting your first draft on paper, go through it and see how many action verbs you have as part of your revision process. Mark each noun you can taste, hear, see, smell, or feel. You can see hubcaps, brick walls, coffee mugs, and lightning bugs. Good writers fill their prose with visual objects. Be as specific as possible. For instance, “Toyota” is better than “car” for conjuring up an image. “Prius” is even better. Write in your own voice; styles do differ. But we are looking for a readable, conversational, and confident style.

How Should I Submit a Manuscript?

After we've accepted your query, write the article. We prefer electronic submissions. Be sure to include your full name, address, and phone number, plus church name, address and phone number, and your position. Also include a “bio” at the end to introduce yourself to our readers.

Thanks for your interest in writing for *Leadership Journal*. Send us a query, and let's get started.



Writers' Guidelines for Focus on the Family's *Thriving Family*

Thriving Family focuses on marriage and parenting from a biblical perspective. Most articles address marriage and the needs of families with 4- to 12-year-olds in the home, but parenting pre-schoolers and teens are not ignored. The magazine is divided into the following departments:

Family Stages

Think immediate and practical applications for parents of preschoolers, school-aged children, tweens and teens. Submit a 50- to 200-word practical family idea or one way you proactively and successfully trained your child to do something. Each article must include the ages of the children mentioned and can be written in first or third person, but must be a true-life experience. Payment is \$50 on acceptance. Send the complete manuscript, and use "Family Stages" as your subject line.

Family Media

No freelance articles are accepted.

Family Faith

Consider faith issues that are relevant to marriage and parenting. Submit 400-word articles that explore how a biblical principle applies to marriage. Submit 1,200-word articles that show how to help kids understand important biblical truths. Send complete manuscript and use "Family Faith" as your subject line. Payment begins at 25 cents per word.

Features

Thriving Family includes 1,200- to 1,500-word articles that include well-known personalities in the Christian world. See our magazine for examples. Send complete article. Payment begins at 25 cents per word.

Family Living

The following areas accept freelance queries, and payment begins at 25 cents per word. Please query your topic and ideas before submitting a manuscript:

For Him — This 450-word article written by a man offers insight into one marriage or parenting issue from a male perspective.

For Her — This 450-word article written by a woman offers insight into one marriage or parenting issue from a female perspective.

Blended Family — This 450-word article covers one aspect of family life that is intrinsic to and exclusively about the issues and concerns of blended families.

Single Parent — This 450-word article explores parenting issues that are unique to single parent families.

Adoption / Special Needs — These 450-word articles address the unique parenting challenges of adoptive families or families with special-needs children.

All articles should

- Be topical, timely and accurate.
- Not use fictitious or hypothetical anecdotes or composite characters.
- Avoid frequent Scriptural quotations—biblical concepts should be implicit.
- Avoid Christian jargon and clichés.
- Include sources for statistics, facts or research.
- Include contact information and verifications for anyone who is quoted within an article.

Find more information about our current editorial needs by visiting ThrivingFamily.com/extra/call-for-submissions.

Send unsolicited articles to: Submissions Editor, *Thriving Family*, Focus on the Family, 8605 Explorer Dr., Colorado Springs, CO 80920 or e-mail us at thrivingfamilysubmissions@family.org.

Chapter 5

Treat writers properly for best results



Why treat writers graciously?

1. Because writers who are treated kindly will want to keep writing for you.
2. Because Jesus calls us to treat everyone with love—as we would treat him.

How to treat writers

1. Take the time to explain an assignment clearly. Don't make them waste time rewriting because your assignment was vague.

2. Pay them fairly—on acceptance of their article. If you can't afford to pay your writers, think of other ways to reward them. Some possibilities are free books from your publisher or extra copies of the magazine containing their article. However, if it is possible, it is good to pay something to writers, even if it is only a small amount.

3. Give lots of positive feedback. Writers may be more sensitive and insecure than you think!

4. Make them feel like they are part of the team.

- If possible, give the author a free one-year subscription when the first article is accepted.
- Send an article “wish list” every year. (The topics on which you would like articles.)

- Send writers copies of favorable subscriber letters.
- Send Christmas cards.

5. Respond promptly and honestly when they submit an article.

- Make prompt decisions about submitted manuscripts—communicate within four weeks on a solicited manuscript.
- If a manuscript is too flawed to be fixed even with a rewrite, be honest about why you can't use it.
- Let writers see the edited copy of their work, if there have been significant changes.
- Apologize when you or someone on your staff makes a mistake.



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Guidelines for Editor/Writer Relationships in the Evangelical Press Association

One of the most important factors in the success of a publication is the editor/writer relationship. It is especially important within EPA, as we have committed to advancing the work and witness of Jesus Christ and the church.

As a service to the membership, EPA has developed the following guidelines for editor/writer relationships.

General Guidelines

Editors in the EPA shall interact with every writer in a way that displays respect, honesty, fairness and love. Our goal is utmost professionalism.

Editors and writers alike should consider the Golden Rule in their relationships with each other. We should consider how we would like to be treated if we were in the other's shoes.

Handling Queries

Respond to queries and solicited submissions within eight weeks of receipt. When a writer inquires about the status of a solicited submission, respond within 48 hours.

Read queries carefully. Editors should have genuine interest in a submission before asking to see it, especially if it hasn't yet been written. Give any directions for a change in focus or content at the query stage, not after the article is written.

If a query must be rejected, editors should give clear indication of why.

Assignments

Be as specific as possible when making assignments. What is the purpose of the article? Who is the audience? What questions should the article answer? What approach should it take? What should the writer avoid? If possible, include a copy of an article that is similar in approach to what you're looking for.

When making an assignment, make sure to clarify the basic business questions, such as payment rate, rights purchased, expenses covered and not covered (travel, phone, etc.), deadline, word length, and how many revisions are included in the basic contract.

If an article must be rejected, clearly communicate the reason(s) why. Even if a kill fee is paid, writers should know why an article doesn't work, and what could've been done to make it successful.

After editing, allow writers to check copy that has been changed substantially, especially if text has been added. Give the writer a chance to correct any facts or meanings that were inadvertently changed.

Do whatever possible to rectify any problem that arises when the writer is not at fault; e.g., when you realize your assignment was unclear or the approach you suggested was flawed. This includes paying a fair kill fee. If you make a mistake, acknowledge it and apologize.

Payment

Pay promptly. Pay should be on acceptance, and full processing of payment should be within 30 days of acceptance. Be clear about payment schedules up front.

Pay fairly. If an article is reduced in size for any reason, pay for the number of words assigned, not what is finally used. If a rewrite is needed after a decision to change an article's direction, pay the writer for the extra work.

Pay kill fees. Editors should make every effort not to change their minds once an article has been assigned. But if they must change, they should pay the writer fairly for all work completed, whether it is used or not.

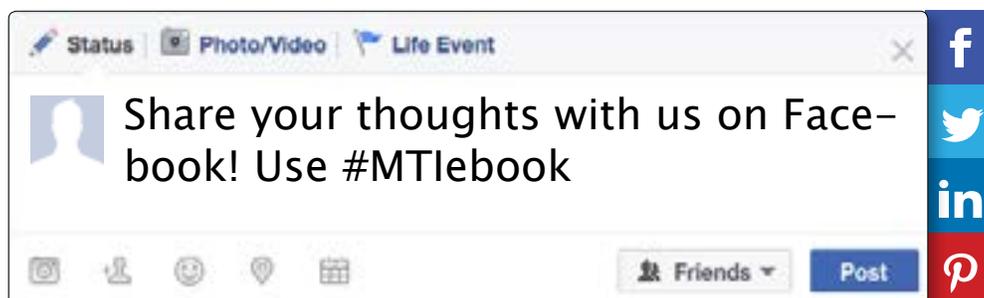
Have a clear policy regarding electronic rights. If the publisher makes financial gain from electronic distribution, the writer should likewise be compensated. Both parties should agree on the amount of time the publisher plans to post the article online.

The Evangelical Press Association is a group of North American Christian publications banded together to help each other improve the quality of their work. They developed these guidelines for editors in dealing with writers.

Beyond the book

How do you let writers know that you value them? Have you written for another magazine? If so, what did the editor do in working with you that you appreciated? What did you wish he/she had done?

More information on the editing of magazines can be found in the “Editing the Magazine” training manual. To purchase the complete manual, visit: www.magazinetraining.com.



About the author



Susan Maycinik Nikaido served as editor and senior editor of the award-winning *Discipleship Journal* for over 15 years. She has published articles in magazines such as *Today's Christian Woman*, *Decision*, *Leadership*, *Campus Life*, *New Man*, and *Christian History*. She has written for a daily newspaper and has worked as an editor at Purdue University, editing books and promotional materials, and at Indiana University, editing study guides for correspondence courses. She is the author of the Bible study guides *Growing Deeper with God* and *Building Better Relationships*. She served on the board of the Evangelical Press Association and drafted that organization's guidelines for working with freelance writers. Susan holds a B.A. in journalism from Indiana University and an M.A. in communications from Wheaton College Graduate School. She has taught writing and editing seminars in the U.S. and internationally, and has also written a manual on magazine editing for Magazine Training International.



is the digital training library for Magazine Training International. It's free to join and new resources are added regularly.

Never miss another professional training opportunity, sign up for our e-newsletter today.



OUR PURPOSE

Magazine Training International encourages, strengthens, and provides resources to Christian magazines in the Developing World.

Thank you for reading!

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